Total News Publishing Fact Pack

All the facts about news readership in Australia

Updated May 2024
Data to March 2024

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News has power

Total News Publishing reaches more people

❯ Consistent and 'guaranteed' scale; **97% of Australians** read news each month.

❯ **Every week 18.1 million Aussies read news** - that's more than Aussies who drink coffee!

❯ News is of national relevance. Readership of State mastheads extends beyond borders, **doubling reach beyond the home State**.

Total News Publishing engages more often

❯ News remains relevant all day, every day, with news delivering more than **67 million interactions per week**.

❯ News is a lean-in medium with **62% paying for access**, which enables stickiness in brand exposure and messaging.

Australians are reading more news

❯ News covers all interests with high crossover between categories; **67% read 3 or more categories.**

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There's no news like total News publishing!

The Daily Telegraph

FINANCIAL REVIEW

THE AUSTRALIAN

The West Australian
thewest.com.au

THE AGE
INDEPENDENT. ALWAYS.

news.com.au

nine.com.au

7NEWS.com.au

It represents all printed and digital news as one media channel

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News draws a crowd

97% of Australians engage with Total News Publishing each and every month.
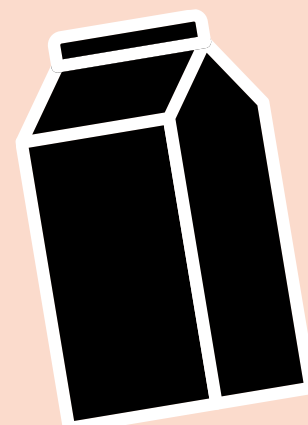
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We're not milking it!

Reading news
18.1 million or 82% of Aussies read the news each WEEK

That's more than...

Consuming milk
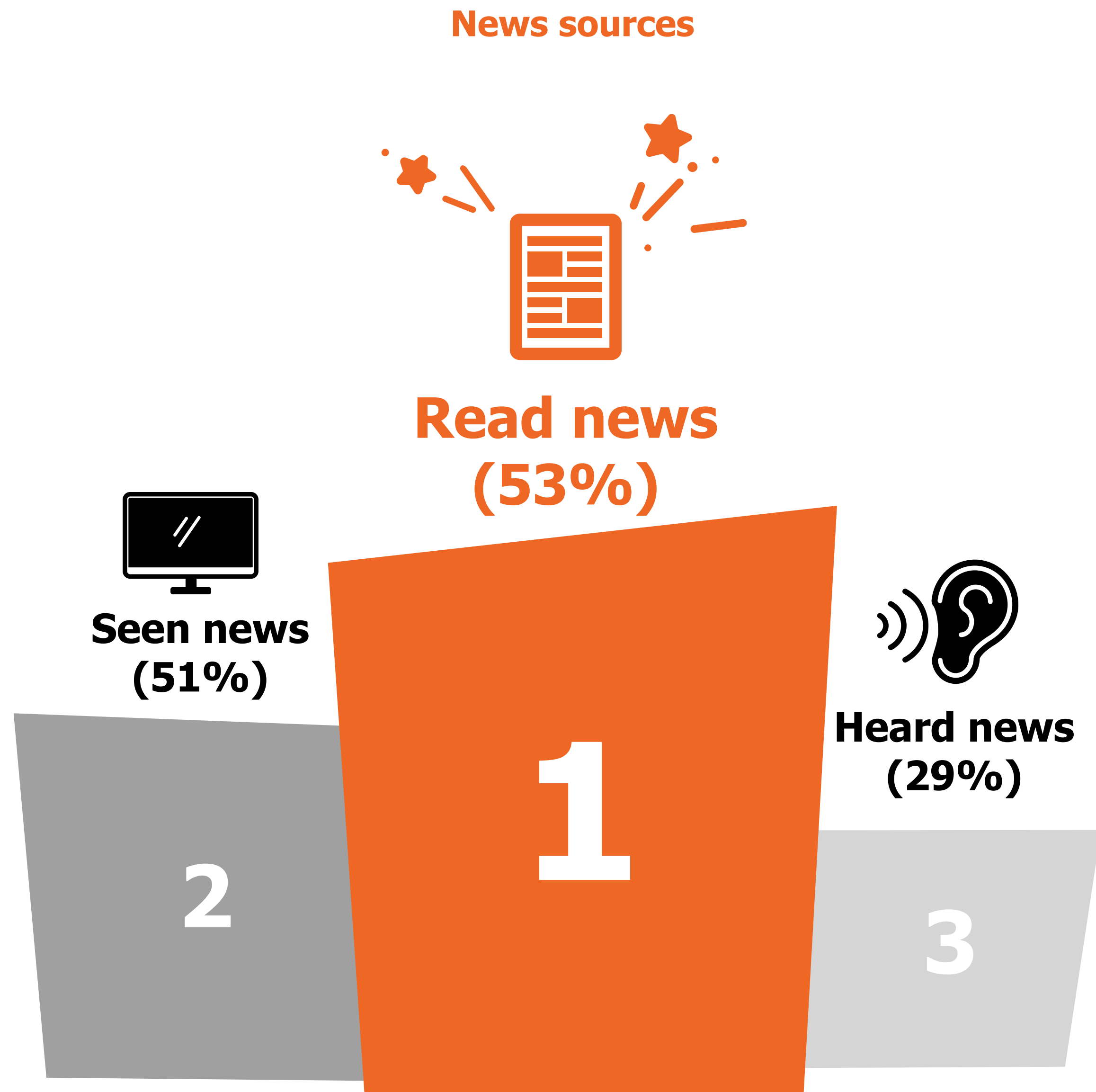16.3 million or 73%

Watching YouTube
15.2 million or 69%

Eating vegetables
17.6 million or 79%

Drinking coffee
12.1 million or 54%

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Nothing beats a good read!

More Aussies access and connect to diverse content by reading, surpassing listening or watching

News sources

Read news (53%)

Seen news (51%)

Heard news (29%)

1

2

3

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News
is relevant
to everyone

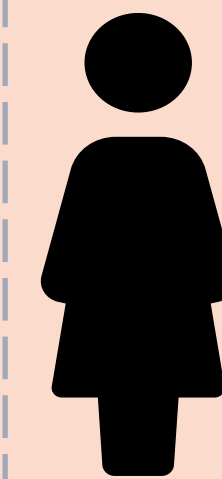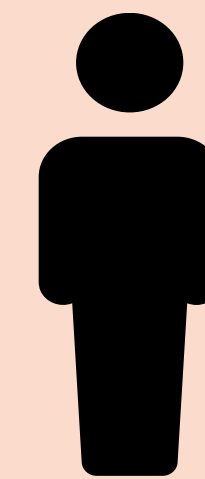Doesn't matter who you are or where you live, all Aussies read the news, especially those of high value.

Monthly readership

97% or 21.5M

by gender

97%
10.6M

97%
10.9M

by age group

14-34	35-54	55+
95%	**98%**	**97%**
7.2M	**6.9M**	**7.4M**

by capital cities vs. country

97%
13.9M
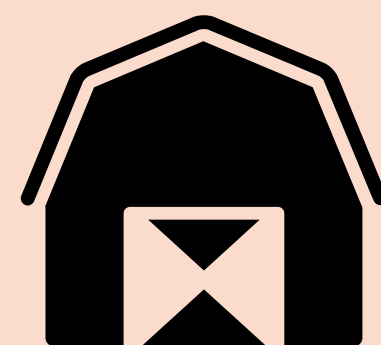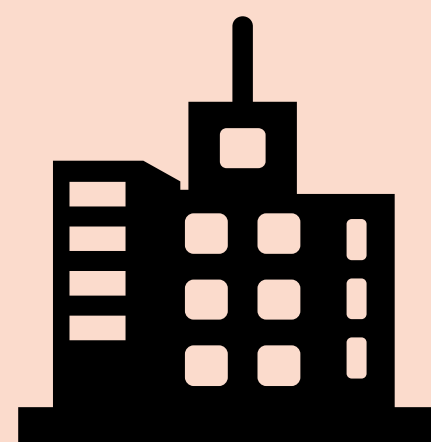
96%
7.6M

by annual household income

$	**$$**	**$$$**	**$$$$**
< 50K	$50K - $100K	$100K - $150K	$150K+
95%	**97%**	**97%**	**98%**
3.8M	**5.3M**	**4.6M**	**7.8M**

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'Home grown' News transcends Stateborders

Doubling extended reach beyond the home State
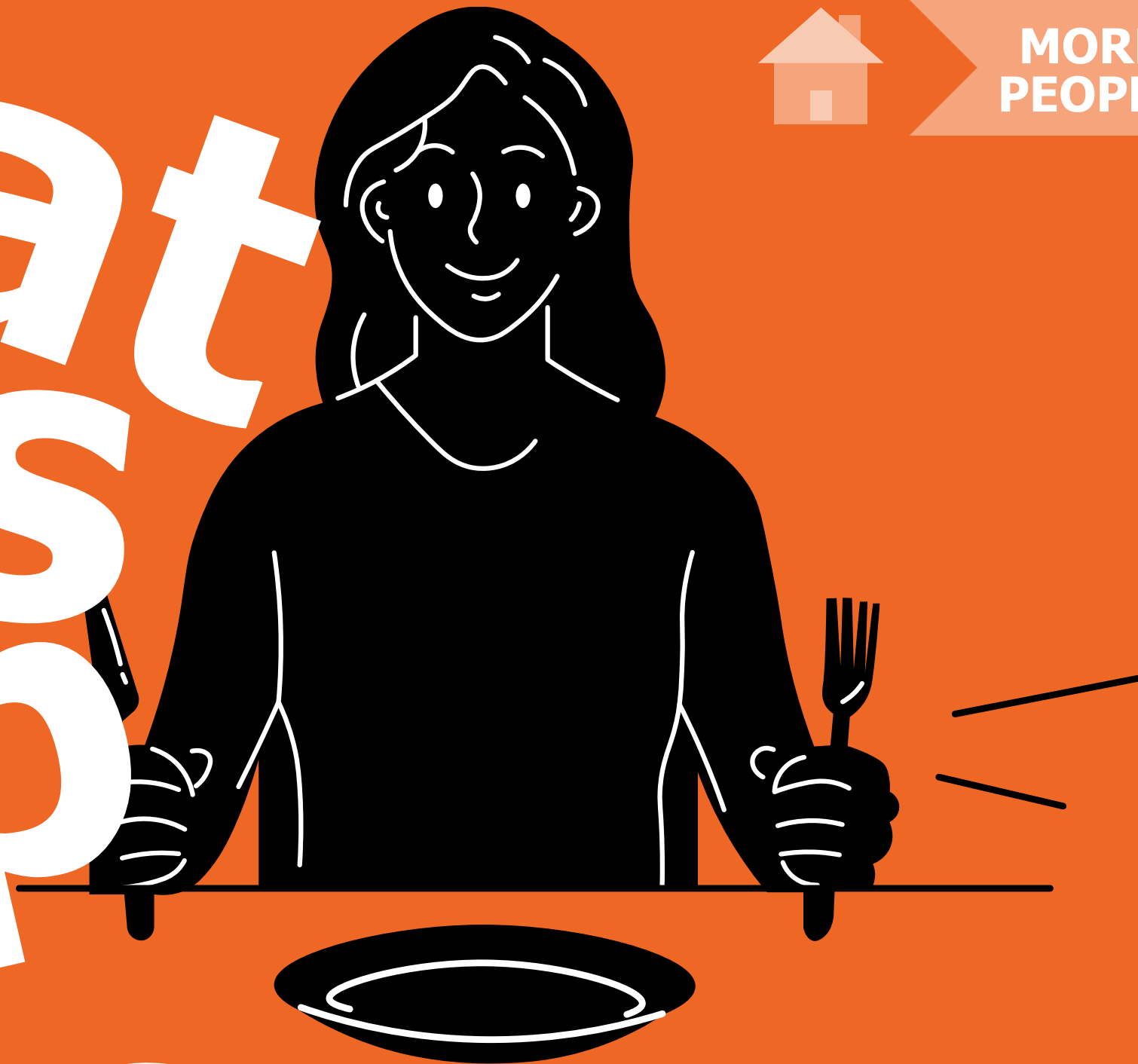
Many news titles are popular in both their state of origin as well as in others across the country thanks to their omnichannel presence. They provide an important outlet for high value, extended national coverage.

Home vs Away

	Audience (home state)	% total readership	Audience (rest of Aus)	% total readership	Extension of home state reach
NSW Titles	4.8M	52%	4.4M	48%	+91%
VIC Titles	3.8M	55%	3.1M	45%	+83%
QLD Titles	2.1M	58%	1.5M	42%	+72%
WA Titles	1.6M	42%	2.2M	58%	+137%
SA Titles	0.7M	42%	1M	58%	+136%
TAS Titles	0.3M	50%	0.28M	50%	+100%
NT Titles	0.06M	19%	0.3M	81%	+440%

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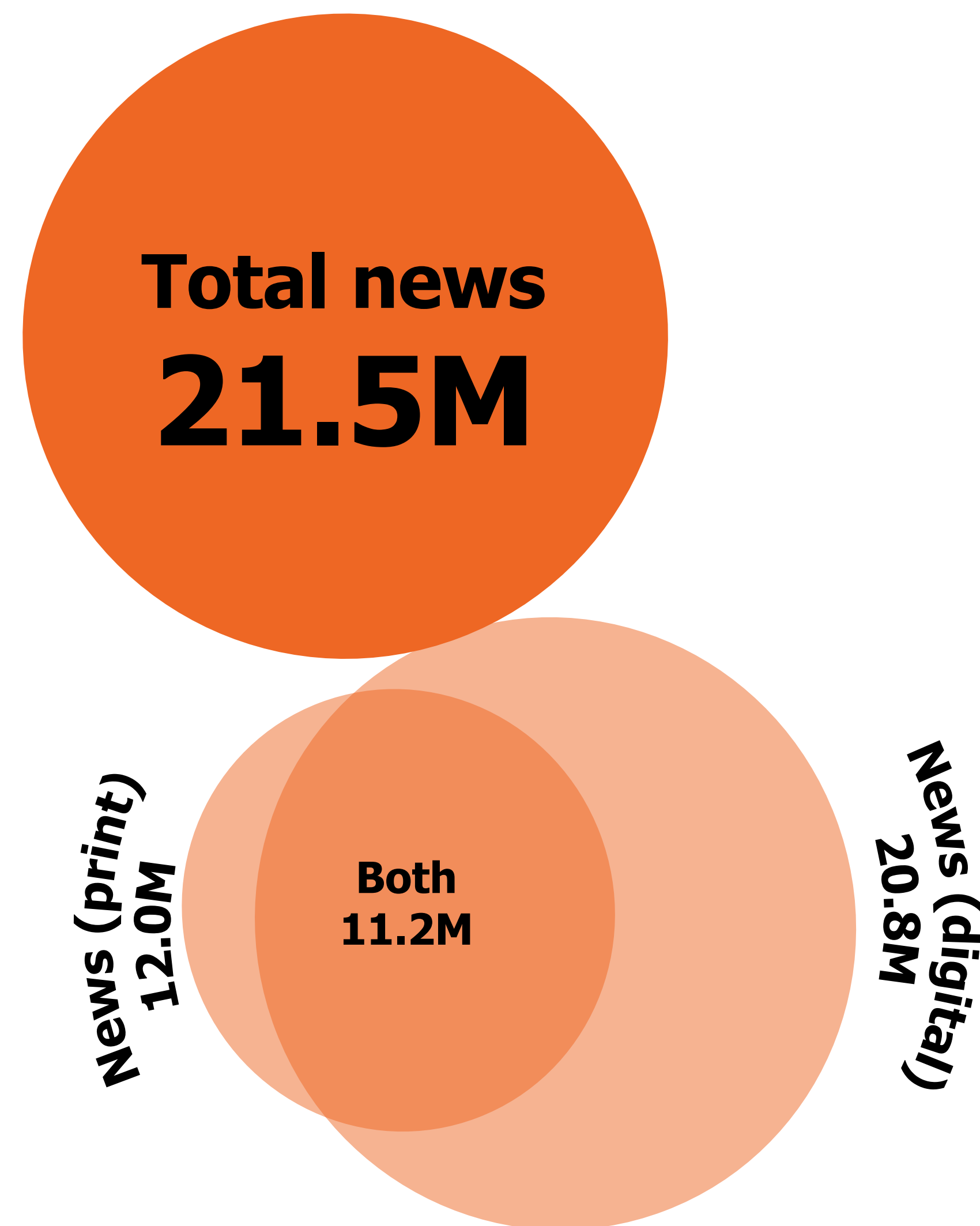
News takes many forms

Total News delivers an omnichannel experience with more than 1 in 2 reading news across both mediums.

Readership by news format

Total news
21.5M

News (print)
12.0M

Both
11.2M

News (digital)
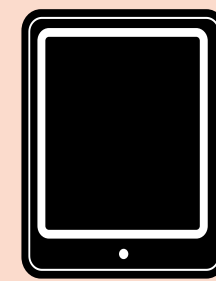20.8M

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Regular as clockwork

62%
pay for the news

With the majority of news readers paying for their news, audiences are reliable for consistent brand exposure and messaging, time and time again.
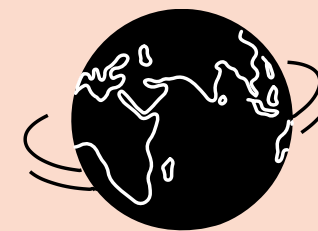
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Paying news readers

91% more likely to read 5 or more categories. And 70% read 5 or more special interest categories in an average month.

25% more likely to be homeowners and 26% more likely to be big spenders.

73% intend to travel in the next 12 months.

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Paying news readers

Are more likely than the general population to:

Hold **2X level of wealth** ($167K in savings/investments vs. $74K average Australian).
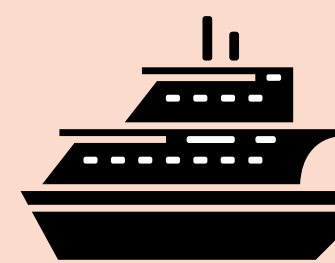
Spend more on travel, spending more than $2K on their last trip (20% more likely).

Be **early adopters** for new cars, buying the latest sporting equipment or apparel, new season colours in cosmetics, new models of kitchen and/or laundry appliances, trying a new hotel or resort (more than 39-53% more likely).

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Wake up to good news

News is like coffee, you get your first fix in the morning, then keep consuming throughout the day.

Time of day readers prefer to read total news

■ Breakfast ■ Afternoon ■ Evening

- 56%
- 27%
- 17%

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Get a direct hit

Direct to source

67 million
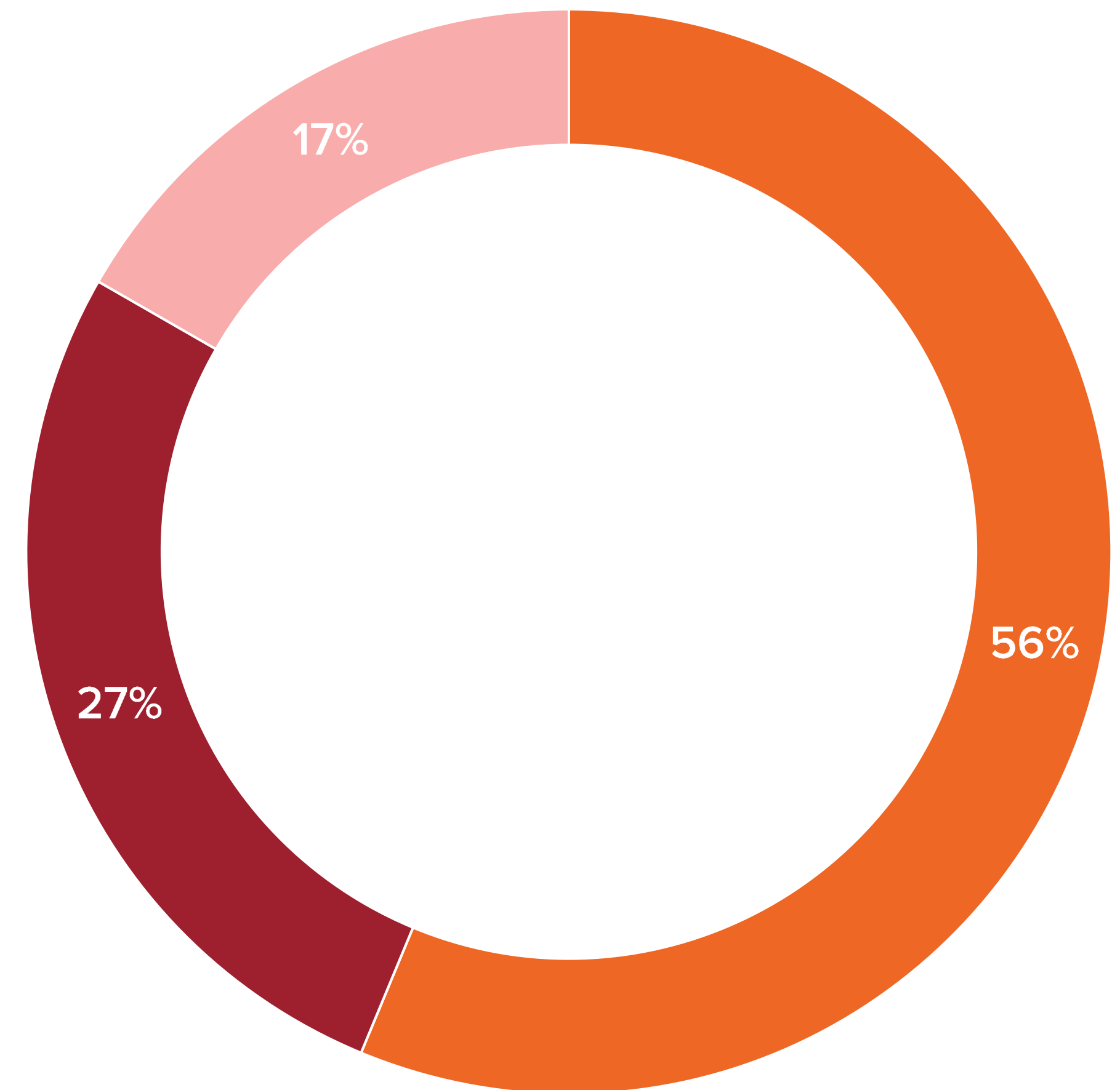
Total news interactions per week

If you're not advertising in news you are missing out.

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News goes the distance

MORE PEOPLE → MORE OFTEN → READING MORE

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News covers all interests

Types of categories read

Category	Unique audience	% population
General News	20.6 million	93%
Property	14.6 million	65%
Sport	13.1 million	54%
Lifestyle & Health	12.1 million	53%
Entertainment & Culture	11.3 million	50%
Business & Finance	10.5 million	47%
Auto	6.9 million	32%
Travel	6.7 million	30%
Technology	5.0 million	22%
Other	4.2 million	19%

Number of categories read with General News

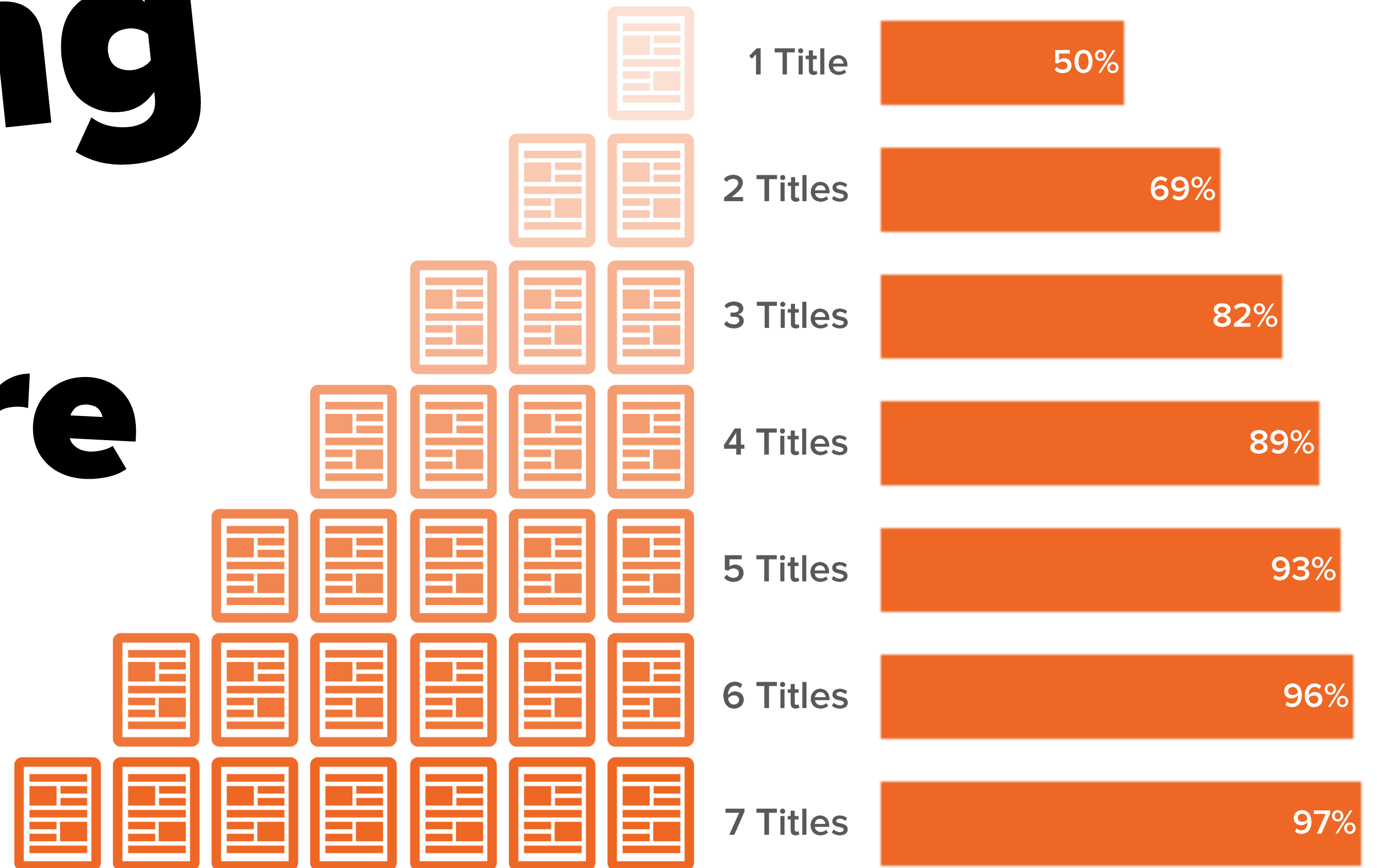|	
1 or more	94%
2 or more	81%
3 or more	67%
4 or more	54%
5 or more	39%
6 or more	31%
7 or more	19%
8 or more	8%

% Population

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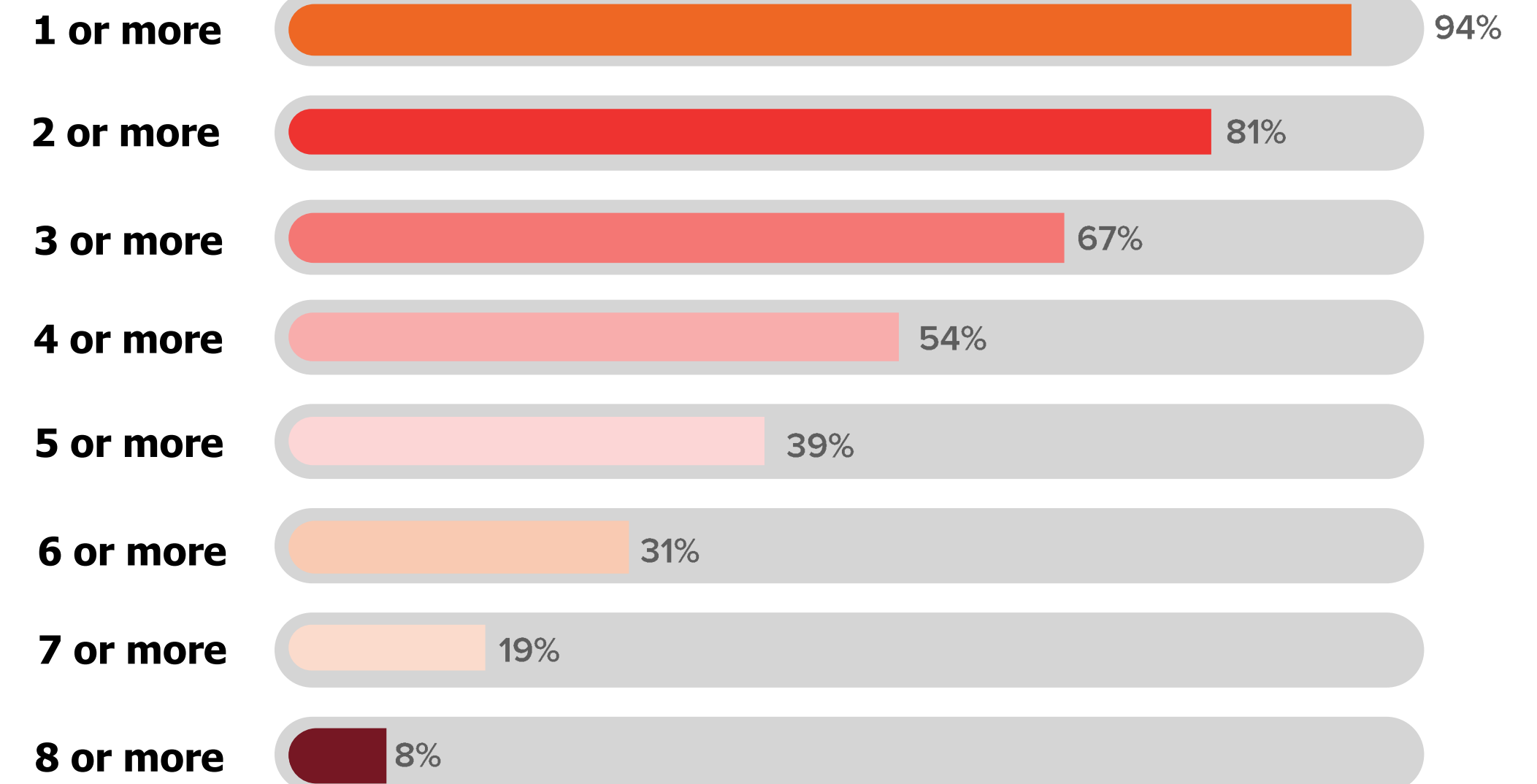
Building
Up to
more

News offers a breadth of titles to engage readers time and time again.

Number of titles read
(% of News Publishing readership)

Number of titles	%
1 Title	50%
2 Titles	69%
3 Titles	82%
4 Titles	89%
5 Titles	93%
6 Titles	96%
7 Titles	97%

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And engages

Auto audiences
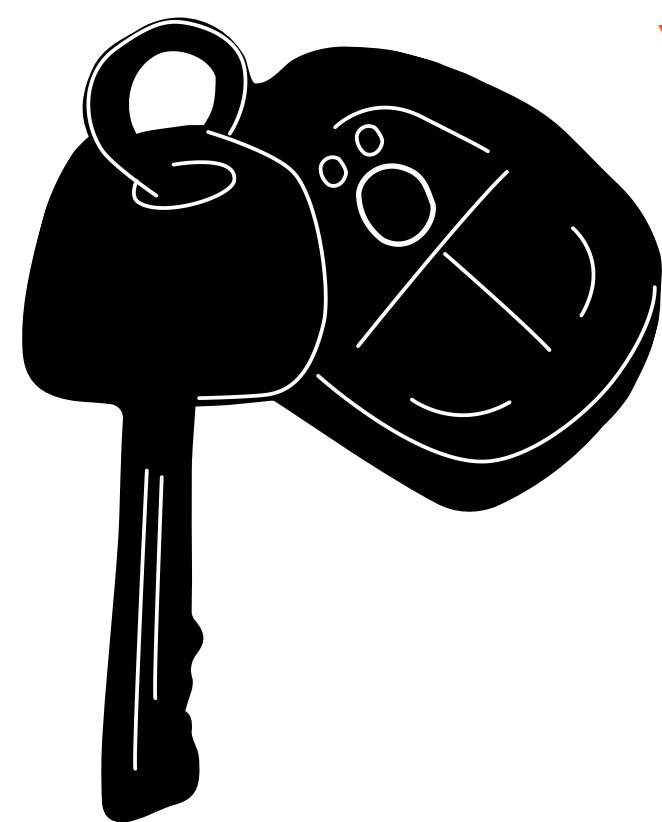
who are influential, interested and ready to buy

Readers of **top Auto** publications are more likely than the general population to:

❯ Be **interested in buying a new car** in the next 4 years (24% more likely).

❯ Considered **trusted advisors for buying cars** (23% more likely) and **early adopters** (52% more likely).

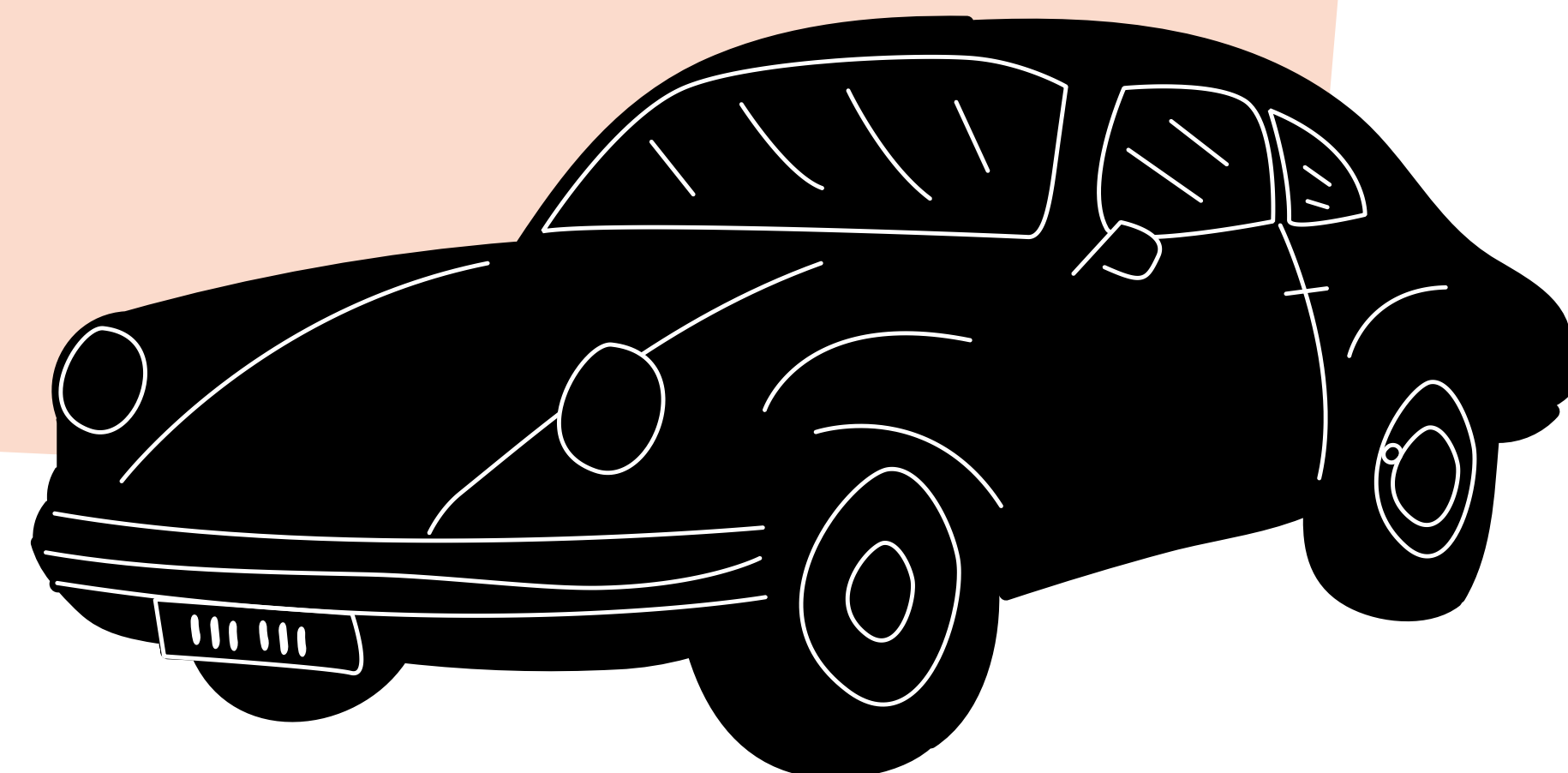❯ Have **high discretionary spending** (27% more likely).

And engages Business audiences

who are influential, interested and ready to buy

Readers of **top Business** publications are more likely than the general population to:

➤ Be **very confident in their financial situation** (36% more likely) and have **high discretionary spending** (31% more likely).

➤ Be **trusted advisers for Finance, investments and retirement planning** (31% more likely).

➤ Be **early adopters of technology** (1.26x more likely).

And engages

Lifestyle audiences

who are influential, interested and ready to buy

Readers of **top Lifestyle** publications are more likely than the general population to:

➤ Be **very confident in their financial situation** (12% more likely).

➤ Have **high discretionary spending** (25% more likely).

➤ Be **early adopters** for a number of categories, such as buying the latest fashions, buying new models of kitchen/laundry appliances, sporting equipment, trying new travel experiences (30-40% more likely).

And **engages**

Sports audiences

who are influential, interested and ready to buy

Readers of **top Sports** publications are more likely than the general population to:

❯ Be **Men** (30% more likely).

❯ Have **high discretionary** spending (24% more likely) and **high levels of wealth** ($164k in savings vs. $74k average).

❯ Be **Early adopters** for sporting equipment, new cars, and financial products (41-51% more likely).

Who? What? When? Where?

Readership specifics by location, time and demographic

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The numbers don't lie

Readership by demographic and region

Monthly readership	Reach % to population 14+	Totals	Male	Female	14 to 24	25 to 34	35 to 49	50 to 64	65+	Metro markets	Regional markets
Reach to age 14+		97%	97%	97%	93%	97%	98%	98%	96%	97%	96%
Population 14+	100%	22.2	10.9	11.3	3.7	3.9	5.3	4.7	4.6	14.4	7.9
Total news	97%	21.5	10.6	10.9	3.4	3.8	5.2	4.6	4.4	13.9	7.6
News (digital)	94%	20.8	10.3	10.5	3.3	3.7	5.1	4.5	4.0	13.6	7.2
News (print)	54%	12.0	6.1	5.9	1.5	1.9	2.8	2.8	3.0	7.5	4.4
Newspaper inserted magazines (NIMs)	27%	5.9	2.9	3.0	0.7	0.9	1.3	1.4	1.7	4.1	1.8

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